

# Postgraduate Diploma

## Communication in Conventional Media



## Postgraduate Diploma Communication in Conventional Media

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Global University
- » Credits: 18 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/us/journalism-communication/postgraduate-diploma/postgraduate-diploma-communication-conventional-media](http://www.techtute.com/us/journalism-communication/postgraduate-diploma/postgraduate-diploma-communication-conventional-media)

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# 01

# Introduction

The major issues of journalism in a changing environment are learned by practice. This profession is necessary to know what and how to tell stories that interest people. There are more newspapers, more televisions, more radios than ever and new forms of communication which were unknown until recently that can be found through the Internet, thematic channels and digital television or radio, with the obvious demand for content for so many broadcasters. Therefore, the specialization of the professionals is essential. This program has been designed to teach journalists the ins and outs of communication in traditional media, taking into account their particularities and the necessary tools to enable them to access relevant positions in the sector.





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*Traditional media reach everyone, so it is necessary to have the skills to create the desired advertising messages that can influence their consumption habits of citizens”*

The Postgraduate Diploma in Communication in Conventional Media will expand and improve the linguistic competencies in the field of written and oral skills in order to facilitate the creation of texts that meet the specific communicative needs of the mass media and the specific expressive purposes of the different journalistic genres.

Thus, one of the objectives is the study of the specific elements that concern communication within the broadcast media, as well as the characteristics and peculiarities of broadcast communication. To this end, the main historic milestones of each media will be studied, as well as its evolution and future prospects for change. Likewise, the basic elements for a broadcast communication will be covered by the program, paying special attention to the language used in the media and the way of elaborating radio spaces.

However, Conventional Media is not only composed by radio, but also by press and television. Therefore, the focus will be on writing, being able to distinguish the different elements of paper publications, as well as on the audiovisual skills that journalists must handle with fluency to be able to get in front of a camera and perform the production and post-production process essential in this field.

A program, therefore, that will be the ideal complement for professionals who already have experience in this field, but who wish to broaden their knowledge to position themselves among the best in the profession, achieving a higher level of education thanks to which they will be able to access positions of great relevance, regardless of the format in which they work: press, radio or television.

This **Postgraduate Diploma in Communication in Conventional Media** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ The use of the latest technology in e-learning software
- ♦ The teaching system, intensely visual, supported by graphic and schematic contents that are easy to assimilate and understand
- ♦ Practical case studies presented by practising experts
- ♦ State-of-the-art interactive video systems
- ♦ Teaching supported by telepractice
- ♦ Continuous updating and recycling systems
- ♦ Self-regulated learning, which makes the program completely compatible with other commitments
- ♦ Practical exercises for self-evaluation and learning verification
- ♦ Support groups and educational synergies: questions to the expert, debate and knowledge forums
- ♦ Communication with the teaching team and individual reflection work.
- ♦ Content that is accessible from any fixed or portable electronic device with an Internet connection
- ♦ Complementary resource banks that are permanently available



*Acquire the necessary program with which you will be able to work in the different conventional media”*

“

*A Postgraduate Diploma that will enable you to work successfully in the traditional media: press, radio and television”*

The teaching staff of this program is made up of professionals from different fields related to this specialty. As such, TECH can fulfill its educational updating objective. A multidisciplinary team of experienced professionals in different fields who, will develop theoretical knowledge efficiently, but above all, will put their practical knowledge derived from their own experience at the students' service.

This mastery of the subject matter is complemented by the effectiveness of the methodological design. Developed by a multidisciplinary team of E-Learning experts, it integrates the latest advances in educational technology. As a result, students will be able to study with a range of comfortable and versatile multimedia tools that will give them the operational capacity they need in their study process.

The design of this program is centered on Problem-Based Learning. An approach that conceives learning as a highly practical process. To achieve this remotely, telepractice is used. Therefore, with the help of an innovative interactive video system, and Learning from an Expert, the students will be able to acquire the knowledge as if they were facing the very cases being studied. A concept that will allow students to integrate and memorize what they have learnt in a more realistic and permanent way.

*This program relies on the experience of active professionals, experts in Communication in Conventional Media.*

*The innovative teaching methodology of this Postgraduate Diploma is based on practical teaching to promote student learning.*



02

# Objectives

TECH's main objective is to offer its students superior education through which they can quickly gain access to high-level jobs. For this purpose, this specific Postgraduate Diploma in Communication in Conventional Media aims to provide journalists with the necessary tools to develop successfully in a highly competitive field, in which the superior education of professionals will be a plus that will mark their path to follow at the labor level.

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*If your objective is to broaden your future work to include new paths of success and developing, this is the program for you”*



## General Objective

- ♦ Acquire the necessary knowledge to carry out an adequate advertising communication using the most advanced digital tools



*A program that will be essential for journalists to know, firsthand, what are the ins and outs of communication in conventional media"*





## Specific Objectives

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### Module 1. Written Communication

- ♦ Know how to express oneself fluently and effectively in oral and written communication, taking advantage of the most appropriate linguistic and literary resources
- ♦ Have the ability to analyze the different levels and components that make up the Spanish linguistic system, as well as the discursive products that are framed in different textual typologies
- ♦ Be able to identify the similarities and differences between oral and written codes
- ♦ Be able to know and master the strategies of coherence, cohesion and adequacy in the elaboration of texts
- ♦ Recognize the different phases of the writing process
- ♦ Know how to discriminate the main structural and linguistic properties of the different textual models
- ♦ Be able to elaborate texts based on the structural and linguistic conventions of each textual typology, as well as respecting the basic textual properties and linguistic correctness

### Module 2. Broadcast Communication

- ♦ Encouraging creativity and persuasion through different media and communication media
- ♦ Know the elements, forms and processes of advertising languages and other forms of persuasive communication
- ♦ Know how to develop a correct verbal and written communication to transmit ideas and decisions with clarity and rigor in the exposition
- ♦ Be able to solve problems arising in the professional practice

- ♦ Be qualified for the creation and development of audiovisual elements, sound or musical effects, through the use of digital tools for video and audio editing by computer, with the realization of practices with computer programs
- ♦ Know how to discriminate the different types of advertising media and supports, as well as their structural, formal and constitutive elements

### Module 3. Television Communication

- ♦ Have the capacity and ability to use information and communication technologies and techniques in the different combined and interactive media or media systems
- ♦ Have the capacity and ability to take advantage of computer systems and resources in the field of advertising and public relations, as well as their interactive applications
- ♦ Explore the structure and transformation of today's society in terms of the features, forms and processes of advertising communication and public relations
- ♦ Recognize the sociological, economic and legal aspects that influence advertising communication and the development of public relations
- ♦ Be able to relate advertising and public relations coherently with other social and human sciences
- ♦ Encouraging creativity and persuasion through different media and communication media
- ♦ Know the significant and appropriate tools for the study of advertising and public relations
- ♦ Know how to act as an advertising and public relations professional in accordance with the legal and ethical rules of the profession

03

# Structure and Content

The contents of this Postgraduate Diploma TECH have been developed by the different specialists in Communication in Conventional Media with a clear purpose: to ensure that our students acquire the necessary skills to become real experts in this field. A comprehensive and well-structured program that will lead professionals to the highest standards of quality and success, providing them with the necessary preparation to succeed in a highly competitive industry.



“

*The best program in the current educational scenario to specialize in Communication in Conventional Media"*

## Module 1. Written Communication

- 1.1. History of Communication
  - 1.1.1. Introduction
  - 1.1.2. Communication in Antiquity
  - 1.1.3. The Revolution of Communication
  - 1.1.4. Current Communication
- 1.2. Oral and Written Communication
  - 1.2.1. Introduction
  - 1.2.2. The Text and its Linguistics
  - 1.2.3. The Text and its Properties: Coherence and Cohesion
- 1.3. Planning or Prewriting
  - 1.3.1. Introduction
  - 1.3.2. Writing Processes
  - 1.3.3. Planning
  - 1.3.4. Documentation
- 1.4. The Act of Writing
  - 1.4.1. Introduction
  - 1.4.2. Style
  - 1.4.3. Lexicon
  - 1.4.4. Sentence
  - 1.4.5. Paragraph
- 1.5. Rewriting
  - 1.5.1. Introduction
  - 1.5.2. The Review
  - 1.5.3. How to Use the Computer to Improve the Text?
- 1.6. Spelling and Grammar Issues
  - 1.6.1. Introduction
  - 1.6.2. Most Common Accentuation Problems
  - 1.6.3. Capitalization
  - 1.6.4. Punctuation Marks
  - 1.6.5. Abbreviations and Acronyms
  - 1.6.6. Other Signs
  - 1.6.7. Some Problems
- 1.7. Textual Models: the Description
  - 1.7.1. Introduction
  - 1.7.2. Definition
  - 1.7.3. Types of Description
  - 1.7.4. Description Types
  - 1.7.5. Techniques
  - 1.7.6. Linguistic Elements
- 1.8. Textual Models: Narration
  - 1.8.1. Introduction
  - 1.8.2. Definition
  - 1.8.3. Features
  - 1.8.4. Components
  - 1.8.5. The Narrator
  - 1.8.6. Linguistic Elements
- 1.9. Textual Models: the Exposition and the Epistolary Genre
  - 1.9.1. Introduction
  - 1.9.2. The Exposition
  - 1.9.3. The Epistolary Genre
  - 1.9.4. Components
- 1.10. Textual Models: Argumentation
  - 1.10.1. Introduction
  - 1.10.2. Definition
  - 1.10.3. Elements and Structure of Argumentation
  - 1.10.4. Types of Arguments
  - 1.10.5. Fallacies
  - 1.10.6. Structure
  - 1.10.7. Linguistic Features



- 1.11. Academic Writing
  - 1.11.1. Introduction
  - 1.11.2. Scientific Work
  - 1.11.3. Summary
  - 1.11.4. The Review
  - 1.11.5. The Trial
  - 1.11.6. Appointments
  - 1.11.7. Writing on the Internet

## Module 2. Radio Communication

- 2.1. History of Broadcasting
  - 2.1.1. Introduction
  - 2.1.2. Origins
  - 2.1.3. Orson Welles and "The War of the Worlds"
  - 2.1.4. Radio in the World
  - 2.1.5. The New Radio
- 2.2. Current Overview of the Radio in Latin America
  - 2.2.1. Introduction
  - 2.2.2. Radio History in Latin America
  - 2.2.3. Currently
- 2.3. Radio Language
  - 2.3.1. Introduction
  - 2.3.2. Characteristics of Radio Communication
  - 2.3.3. Elements that Make Up the Radio Language
  - 2.3.4. Characteristics of the Construction of Radiophonic Texts
  - 2.3.5. Characteristics of Radiophonic Text Writing
  - 2.3.6. Glossary of Terms Used in Radiophonic Language
- 2.4. The Radio Script Creativity and Expression
  - 2.4.1. Introduction
  - 2.4.2. Radio Script
  - 2.4.3. Basic Principles in the Development of a Script

- 2.5. Broadcast Production, Realization and Voice-Over in Broadcasting
  - 2.5.1. Introduction
  - 2.5.2. Production and Realization
  - 2.5.3. Radio Voice-Over
  - 2.5.4. Peculiarities of Radio Voice-Over
  - 2.5.5. Practical Breathing and Voice-Over Exercises
- 2.6. Improvisation in Broadcasting
  - 2.6.1. Introduction
  - 2.6.2. Peculiarities of the Radio Media
  - 2.6.3. What is Improvisation?
  - 2.6.4. How is Improvisation Carried Out?
  - 2.6.5. Sports Information in Radio. Characteristics and Language
  - 2.6.6. Lexical Recommendations
- 2.7. Radio Genres
  - 2.7.1. Introduction
  - 2.7.2. Radio Genres
  - 2.7.3. The News
  - 2.7.4. The Chronicle
  - 2.7.5. The Report
  - 2.7.6. The Interview
  - 2.7.7. The Round Table and the Debate
- 2.8. Radio Audience Research
  - 2.8.1. Introduction
  - 2.8.2. Radio Research and Advertising Investment
  - 2.8.3. Main Research Methods
  - 2.8.4. General Media Study
  - 2.8.5. Summary of the General Media Study
  - 2.8.6. Traditional Radio vs. Online Radio
- 2.9. Digital Sound
  - 2.9.1. Introduction
  - 2.9.2. Basic Concepts about Digital Sound
  - 2.9.3. History of Sound Recording
  - 2.9.4. Main Digital Sound Formats
  - 2.9.5. Digital Sound Editing Audacity





- 2.10. New Radio Operator
  - 2.10.1. Introduction
  - 2.10.2. New Radio Operator
  - 2.10.3. The Formal Organization of Broadcasters
  - 2.10.4. The Task of the Editor
  - 2.10.5. The Content Gathering
  - 2.10.6. Immediacy or Quality?

### Module 3. Television Communication

- 3.1. The Message on Television
  - 3.1.1. Introduction
  - 3.1.2. The Message on Television
  - 3.1.3. TV as the Union of Dynamic Image and Audio
- 3.2. History and Evolution of the Television Media
  - 3.2.1. Introduction
  - 3.2.2. Origin of the Television Medium
  - 3.2.3. History and Evolution in the World of Television Media
- 3.3. Television Genres and Formats
  - 3.3.1. Introduction
  - 3.3.2. Television Genres
  - 3.3.3. Format on Television
- 3.4. The Script on Television
  - 3.4.1. Introduction
  - 3.4.2. Types of Scripts
  - 3.4.3. Role of the Script in Television
- 3.5. Television Programming
  - 3.5.1. Introduction
  - 3.5.2. History
  - 3.5.3. Block Programming
  - 3.5.4. Cross Programming
  - 3.5.5. Counterprogramming
- 3.6. Language and Narration in Television
  - 3.6.1. Introduction
  - 3.6.2. Language in Television
  - 3.6.3. Television Narration
- 3.7. Speech and Expression Techniques
  - 3.7.1. Introduction
  - 3.7.2. Speech Techniques
  - 3.7.3. Expression Techniques
- 3.8. Creativity in Television
  - 3.8.1. Introduction
  - 3.8.2. Creativity in Television
  - 3.8.3. The Future of Television
- 3.9. Production
  - 3.9.1. Introduction
  - 3.9.2. Television Production
  - 3.9.3. Pre-Production
  - 3.9.4. Production and Recording
  - 3.9.5. Postproduction
- 3.10. Digital Technology and Techniques in Television
  - 3.10.1. Introduction
  - 3.10.2. The Role of Technology in Television
  - 3.10.3. Digital Techniques in Television



*A unique, key, and decisive educational experience to boost your professional development”*

04

# Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.



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*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

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*At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world”*



*You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.*



*The student will learn, through collaborative activities and real cases, how to solve complex situations in real business environments.*

### A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and professional reality is taken into account.

“*Our program prepares you to face new challenges in uncertain environments and achieve success in your career*”

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They will have to combine all their knowledge and research, and argue and defend their ideas and decisions.

## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

*In 2019, we obtained the best learning results of all online universities in the world.*

At TECH, you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our university is the only one in the world authorized to employ this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

This methodology has trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, and financial markets and instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



### Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



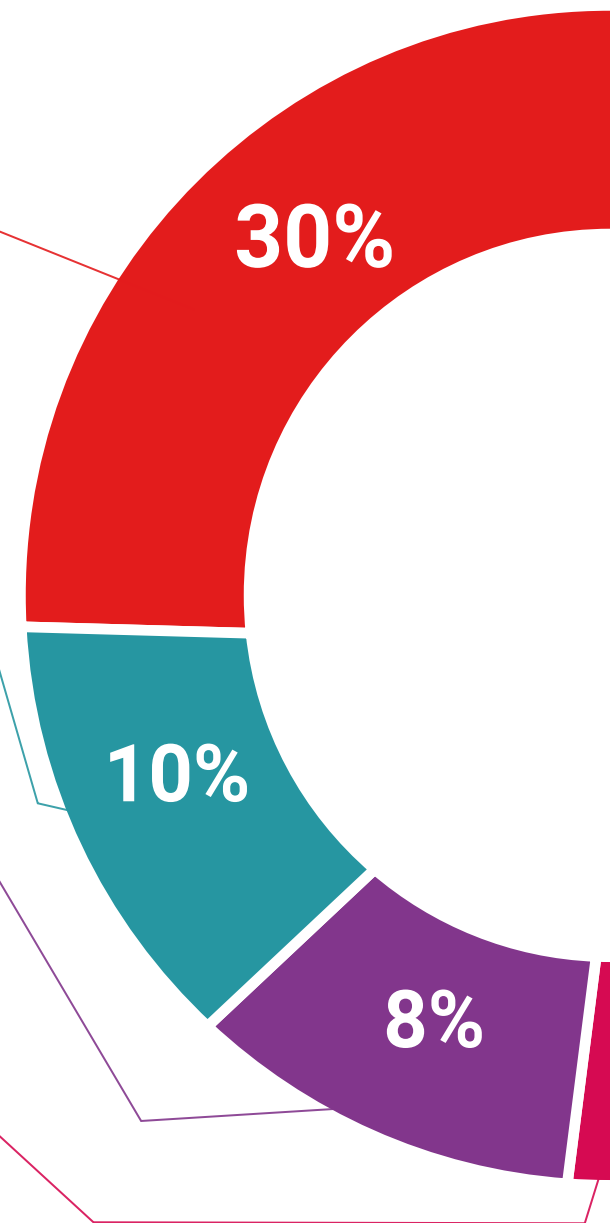
### Practising Skills and Abilities

They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.

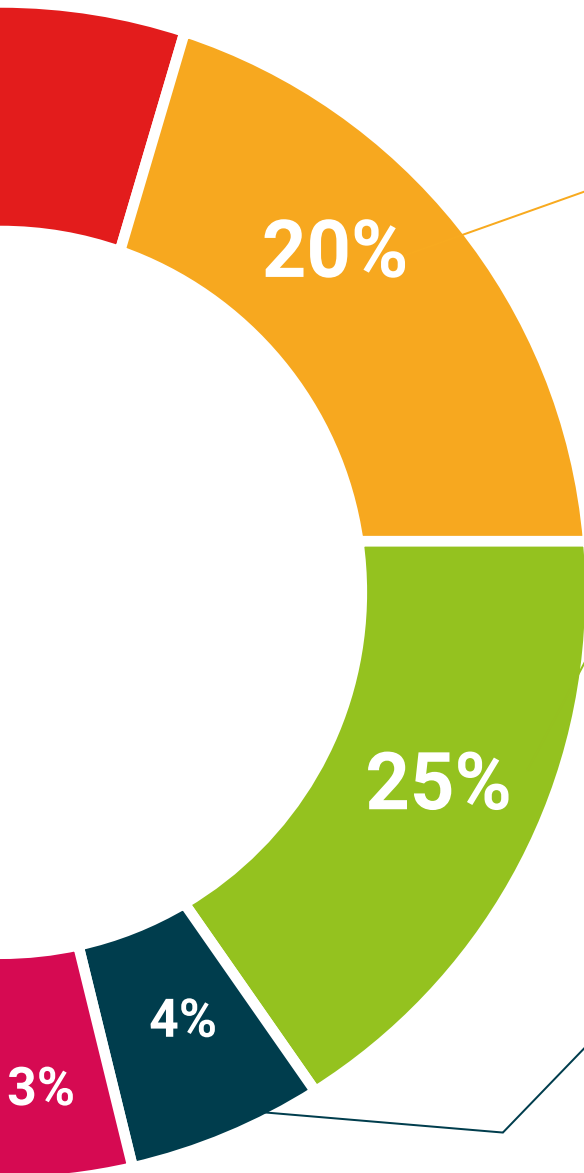


### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.







#### Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best specialists in the world.



#### Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



#### Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



05

# Certificate

The Postgraduate Diploma in Communication in Conventional Media guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Global University.



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*Successfully complete this program and receive your Postgraduate Diploma without having to travel or fill out laborious paperwork”*

This program will allow you to obtain your **Postgraduate Diploma in Communication in Conventional Media** endorsed by **TECH Global University**, the world's largest online university.

**TECH Global University** is an official European University publicly recognized by the Government of Andorra ([official bulletin](#)). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Diploma in Communication in Conventional Media**

Modality: **online**

Duration: **6 months**

Accreditation: **18 ECTS**



future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present  
development language  
virtual classroom



Postgraduate Diploma  
Communication in  
Conventional Media

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Global University
- » Credits: 18 ECTS
- » Schedule: at your own pace
- » Exams: online

# Postgraduate Diploma

## Communication in Conventional Media

